



EOPD.ie Social Media Policy

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Document Description	
<p>This policy describes the rules governing use of social media at Early Onset Parkinson's Disease and sets out how staff must behave when using the Charity's social media accounts. It also explains the rules about using personal social media accounts at work and describes what staff may say about the Charity on their personal accounts.</p>	
Implementation and Quality Assurance	
<p>Implementation is immediate and this Policy shall stay in force until any alterations are formally agreed.</p> <p>The Policy will be reviewed every two years by the Board of Trustees, sooner if legislation, best practice, or other circumstances indicate this is necessary.</p> <p>All aspects of this Policy shall be open to review at any time. If you have any comments or suggestions on the content of this policy, please contact the team at dpo@eopd.ie</p>	

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Introduction

Volunteers, employees or third parties of Early Onset Parkinson's Disease (EOPD.ie) may be able to access social media services and social networking websites at work, either through EOPD.ie IT systems or via their own personal equipment.

This social media policy describes the rules governing use of social media at EOPD.ie.

It sets out how employees and Volunteers must behave when using EOPD.ie social media accounts. It also explains the rules about using personal social media accounts at work and describes what Volunteers, staff and Third Parties may say about EOPD.ie on their personal accounts.

This policy should be read alongside other key policies., including the Data Protection Policy.

Why this policy exists

Social media can bring significant benefits to EOPD.ie, particularly for building relationships with current and potential partners.

However, it's important that employees and volunteers who use social media within EOPD.ie do so in a way that enhances the Charity's prospects without compromising its integrity.

A misjudged status update can generate complaints or damage EOPD.ie reputation. For example, volunteers or employees should avoid compromising EOPD.ie political impartiality, by not expressing party political views. There are also security and data protection issues to consider.

This policy explains how volunteers and staff can use social media safely and effectively.

Policy scope

This policy applies to all volunteers and staff at EOPD.ie who use social media while working — no matter whether for business or personal reasons.

It applies no matter whether that social media use takes place on EOPD.ie premises, while travelling for business or while working from home.

Social media sites and services include (but are not limited to):

Popular social networks like **Twitter** and **Facebook**.

Photographic social networks like **Flickr** and **Instagram**.

Professional social networks like **LinkedIn**.

Responsibilities

Everyone who operates a Charity social media account or who uses their personal social media accounts at work has some responsibility for implementing this policy. However, the **Data Protection Officer (DPO)** has these key responsibilities:

- Ensuring that EOPD.ie, volunteers and staff use social media safely, appropriately and in line with the EOPD.ie objectives.
- providing apps and tools to manage EOPD.ie social media presence and track any key performance indicators. They are also responsible for proactively monitoring for social media security threats, to work with the Fundraising and Marketing, Operations and Activities and Communications and Information working groups to roll out marketing ideas and campaigns through our social media channels

The **Social Media Administrator** is responsible for ensuring requests for assistance and support made via social media are followed up.

General social media guidelines

The power of social media

EOPD.ie recognises that social media offers a platform for EOPD.ie to perform marketing; stay connected with members and build its profile online.

EOPD.ie also believes its volunteers should be involved in conversations with other charities/peer groups on social networks. Social media is an excellent way for volunteers to make useful connections, share ideas and shape discussions.

EOPD.ie therefore encourages volunteers to use social media to support its goals and objectives.

Use of Charity social media accounts

This part of the social media policy covers all use of social media accounts owned and run by EOPD.ie.

Authorised users

Only people who have been authorised to use EOPD.ie social networking accounts may do so.

Authorisation is usually provided by the Chairperson. It is typically granted when social media-related tasks form a core part of the volunteer's or employee job.

Allowing only designated people to use the accounts ensures EOPD.ie social media presence is consistent and cohesive.

Creating social media accounts

- New social media accounts in EOPD.ie name must not be created unless approved by the Governance committee.
 - EOPD.ie operates its social media presence in line with a strategy that focuses on the most appropriate social networks, given available resources.
 - If there is a case to be made for opening a new account, volunteers or employees should raise this with the Governance committee.



Purpose of Charity social media accounts

EOPD.ie social media accounts may be used for many different purposes. In general, employees should only post updates, messages or otherwise use these accounts when that use is clearly in line with EOPD.ie overall objectives. For instance, volunteers may use EOPD.ie social media accounts to:

- Respond to **customer enquiries** and requests for help.
- Share **blog posts, articles and other content** created by EOPD.ie.
- Share **insightful articles, videos, media and other content** relevant to the business, but created by others.
- Provide fans or followers with **an insight into what goes on at EOPD.ie**.
- Promote **marketing campaigns** and special offers.
- Support **new product launches** and other initiatives.
- To listen and participate in conversations.

Social media is a powerful tool that changes quickly. Volunteers are encouraged to think of new ways to use it, and to put those ideas to the Fundraising and Marketing.

Inappropriate content and uses

EOPD.ie social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the EOPD.ie into disrepute.

When sharing an interesting blog post, article or piece of content, volunteer should always review the content thoroughly, and should not post a link based solely on a headline.

Further guidelines can be found below.

Use of personal social media accounts at work

The value of social media

EOPD.ie recognises that volunteer's personal social media accounts can generate a number of benefits. For instance:

- Volunteers can make industry contacts that may be useful in their jobs.
- Volunteers can discover content to help them learn and develop in their role.
- By posting about the EOPD.ie, volunteers can help to build the EOPD.ie profile online.

Personal social media rules

Use during the working day



Volunteers and employees may use their personal social media accounts for **work-related purposes** during regular hours, but must ensure this is for a **specific reason** (eg competitor research). Social media should not affect the ability of employees to perform their regular duties.

Use of social media accounts for non-work purposes is **restricted to non-work times**, such as breaks and during lunch.

Prohibited use:

You must avoid making any social media communications that could bring EOPD.ie into disrepute.

You should not defame or disparage the EOPD.ie its volunteers or professional/charitable contacts and client confidentiality must be always upheld.

You should never post photographs or images of volunteers, clients or third parties without their express permission and understanding.

Any such actions may result in disciplinary action up to and including dismissal. Employees and volunteers may be required to remove such content. Failure to comply with such a request may in itself result in disciplinary action.

Talking about the Charity:

Volunteers should ensure it is clear that their social media account does not represent EOPD.ie views or opinions.

Volunteers may wish to include a disclaimer in social media profiles: 'The views expressed are my own and do not reflect the views of my employer.'

Safe, responsible social media use

The rules in this section apply to any volunteers using EOPD.ie social media accounts.

Users must not:

- Create or transmit material that might be **defamatory or incur liability** for EOPD.ie.
- Post message, status updates or links to material or **content that is inappropriate**.
- Inappropriate content includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.
- This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- Use social media for any **illegal or criminal activities**.
- Broadcast **unsolicited views** on social, political, religious or other non- business-related matters.
- Send or post messages or material that **could damage EOPD.ie image or reputation**.



- Interact with EOPD.ie competitors in any ways which could be interpreted as being **offensive, disrespectful or rude**. (Communication with direct competitors should be kept to a minimum.)
- Discuss **colleagues, competitors, customers or suppliers** without their approval.
- Post, upload, forward or link to **spam, junk email or chain emails and messages**.

Copyright

EOPD.ie respects and operates within copyright laws. Users may not use social media to: Publish or share any **copyrighted software, media or materials owned by third parties**, unless permitted by that third party.

If volunteers wish to **share content published on another website**, they are free to do so if that website has obvious sharing buttons or functions on it.

Share links to **illegal copies** of music, films, games or other software.

Security and data protection

EOPD.ie should be aware of the security and data protection issues that can arise from using social networks.

Maintain confidentiality

Users must not:

Share or link to any content or information owned by EOPD.ie that could be considered **confidential or commercially sensitive**.

This might include details of key customers, or information about future strategy or marketing campaigns.

Share or link to any content or information owned by another charity or person that could be considered **confidential or commercially sensitive**.

For example, if a competitor's marketing strategy was leaked online, employees of EOPD.ie should not mention it on social media.

Share or link to data in any way that could breach the Charity's **data protection policy**.

Protect social accounts

Social media accounts should be **protected by strong passwords** that are changed regularly and shared only with authorised users.

Volunteers and employees must not use a new piece of **software, app or service** with any of EOPD.ie social media accounts without receiving approval from the Chairpersons.



Avoid social scams

Volunteers and employees should watch for **phishing attempts**, where scammers may attempt to use deception to obtain information relating to either the Charity or its customers.

Volunteers and employees should never reveal sensitive details through social media channels. Customer identities must always be verified in the usual way before any account information is shared or discussed.

Volunteers should **avoid clicking links** in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.

Policy enforcement

Monitoring social media use

EOPD.ie reserves the right to monitor how social networks are used and accessed through company IT and internet connections.

Any such examinations or monitoring will only be carried out by authorised volunteers. Additionally, all data relating to social networks written, sent or received through the EOPD.ie computer systems is part of official EOPD.ie records.

EOPD.ie can be legally compelled to show that information to law enforcement agencies or other parties.

Potential sanctions

Knowingly breaching this social media policy is a serious matter. Users who do so will be subject to disciplinary action, up to and including termination of employment.

Employees, contractors and other users may also be held personally liable for violating this policy.

Where appropriate, EOPD.ie will involve the Garda or other law enforcement agencies in relation to breaches of this policy.

